

Message Text

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PAGE 01 BRUSSE 07624 031748Z

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R 031603Z AUG 76
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AMEMBASSY LUXEMBOURG
AMEMBASSY THE HAGUE

UNCLAS BRUSSELS 07624

E.O. 11652: N/A
TAGS: BEXP,BE
SUBJECT: BELGIAN PROMOTION EVENT SCHEDULE FOR FY 1978

REF: USDOC 12876

1. EMBASSY REVIEWED PROPOSED LIST OF PROMOTION EVENTS SCHEDULED FOR FY-78 CONTAINED REFTEL. EMBASSY IS PLEASED WITH COMMERCE PROPOSALS AND IS PREPARED TO COOPERATE FULLY IN THEIR IMPLEMENTATION. WE NOTE, HOWEVER, CERTAIN THEMES WHICH DO NOT APPEAR TO BE IN CONFORMITY WITH THE POST'S PRELIMINARY RECOMMENDATIONS FOR FY 78 CCP (BRUSSELS A-56). ELECTRONIC INDUSTRIES PRODUCTION AND TEST EQUIPMENT (CATALOG SHOW) AND COMMUNICATIONS EQUIPMENT (TRADE MISSION) ARE NOT SUBJECTS COVERED BY ABOVE RECOMMENDATIONS. FURTHERMORE, CATALOG SHOW ON PACKAGING EQUIPMENT AND MATERIALS MIGHT BE OVERDOING THIS THEME. ANTWERP HELD CATALOG SHOW IN 1975 ON THIS THEME, AND FY 77 CCP CALLS FOR TRADE MISSION IN MAY 1977 ON SAME SUBJECT.

2. ADDITIONAL CATALOG THEMES WHICH COULD BE ADDED TO FY 78 SCHEDULE MIGHT BE:

(A) HEALTH CARE AND MEDICAL EQUIPMENT (PARA 3 REFTEL), WHICH AS COMMERCE HAS NOTED IS STRONG CATALOG THEME;

(B) METALWORKING AND FINISHING EQUIPMENT, WHICH HAD TOP RANKING IN OUR FY 78 RECOMMENDATIONS;

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PAGE 02 BRUSSE 07624 031748Z

(C) SECURITY EQUIPMENT, WHICH, WHILE NOT MENTIONED IN

OUR FY 78 RECOMMENDATIONS,IS OF CONTINUING INTEREST IN BELGIUM.FURTHERMORE,A CATALOG SHOW IS TO BE PUT TOGETHER ON THIS SUBJECT FOR THE NETHERLANDS IN OCTOBER 1977 (USDOC 12751), AND WE WOULD APPRECIATE THE OPPORTUNITY TO ATTEMPT A FOLLOW-UP.WE NOTE THAT SECURITY EQUIPMENT WAS DEFERRED AS A CAMPAIGN UNDER THE FY 77 CCP.

3. EXHIBITION DATES REMAIN TENTATIVE,AND AS NOTED OUR 7157 PROPACK MIGHT NOT BE HELD IN 1978.

4. RECOMMENDATIONS:

(A)EMBASSY SUGGESTS THAT THE COMMUNICATIONS EQUIPMENT TRADE MISSION NOT BE INCLUDED ON BELGIUM'S SCHEDULED PROMOTION EVENT LIST UNLESS STRONG INTEREST IS SHOWN BY AMERICAN MANUFACTURERS.WE DO NOT VIEW THIS AS A GOOD THEME FOR BELGIUM,NOR DO WE BELIEVE THAT THE MARKET IS SUFFICIENTLY OPEN TO JUSTIFY A MISSION. RTT (TELEPHONE AND TELEGRAPH) AND BRT/RTB (RADIO AND TELEVISION) ARE STATE-OWNED MONOPOLIES,AND MOST LARGE MANUFACTURERS IN THIS FIELD HAVE MAJOR PRODUCTION FACILITIES ALREADY IN BELGIUM.

(B) SINCE ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT WAS INCLUDED UNDER NON- CAMPAIGN INITIATIVEC ACTIVITIES FY 77 CCP,WE WOULD BE PREPARED TO SUPPORT THIS CATALOG SHOW DURING FY 78.BELGIAN MARKET IS SMALL,HOWEVER, AND WE WOULD HOPE THAT THESE CATALOGS WOULD ALSO BE EXHIBITED ELSEWHERE (SUCH AS IN THE NETHERLANDS)TO JUSTIFY COMMERCE EFFORTS IN PUTTING TOGETHER THIS COLLECTION.

(C)WITH REGARD TO SERIES OF PACKAGING EVENTS,WE SUGGEST THAT EITHER FY 78 CATALOG SHOW OR FY 77 TRADE MISSION BE DROPPED I.E WE DO NOT RECOMMEND THAT BOTH BE SCHEDULED.
RENNER

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